



## *Gaithersburg*

CITY OF GAITHERSBURG

Gaithersburg Book Festival Committee

March 15, 2012

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**In Attendance:** Jud Ashman, Sheila Bouley, Carolyn Crosby, Robin Ferrier, Jo Ellen Kuney, Becky Meloan, Bob Murphy, Jennifer Nicholson, Gail Norris, Karen O'Keefe, Laura Rowles, Leslie Shapiro, Gene Taft, Nansie Wilde, Danny Winborne, Fern Wolt

The meeting was called to order at 7:30 p.m.

### **I. TOPICS OF DISCUSSION:**

#### Welcome & Introductions

Jud Ashman welcomed everyone and thanked them for all of their hard work and reminded them to stay focused. The Book Festival is in 2 months! Jud informed everyone that he is going to be on Senior Today, a Gaithersburg broadcast and will be promoting the Book Festival.

### **II. UPDATES:**

**Sponsors** – At this time we have over \$20K in donations received, and another \$22k promised.

Partnership with Marriott International – Carolyn Crosby met with Marriott International and they would like to look at partnering with the festival. They would like to be the go-to hotel for all out-of-town authors and attendees. They are looking to coordinate rooms at 4 local Marriotts, to provide 20-25 comped rooms and to offer a special Book Festival rate for additional rooms.

Partnership with Scholastic – Unfortunately, Scholastic was not able to get Henry Winkler to be a celebrity reader, but they are still working on getting Matt Birk to come as a Celebrity Reader and to participate in the Read and Rise Program with Scholastic representatives.

Partnership with Washingtonian Center – The Washingtonian Center has added a new Spring Fest on May 12<sup>th</sup> to their Little Tot Program line-up. Carolyn has confirmed that Leah Taylor, author of “Adventures of Oreo and Algonquin- The White House Tour and the Horses of the Presidents”, will attend with her pony to promote her presentation at the Book Festival. Carolyn is looking for someone from the Committee to take the lead on this event and work with Washingtonian Center coordinate other possible participants, and a book festival booth.

**Authors** – We have added 25 new Featured Authors to the line-up and 20 authors to the Local Spotlight. This brings our total authors to approximately 110. Everyone applauded the efforts of the Author Selection and Recruitment Committee- Becky Meloan, Gene Taft, Jud Ashman, and the staff at Politics and Prose.

Author Introductions – Jud is finalizing the Author Introductions.

**Speaker Panels** – Gene Taft has scheduled one Speaker Panel at this time. The Panel will discuss “The Future of the Book in Bookstores.” Gene is working on a second panel for authors who write about the CIA with a Washington Post reporter, Ian Shapiro who reports on the CIA.

## **Marketing and PR –**

High School Writing Contest – The Evaluation Committee has selected 13 finalists from 5 different counties. The finalist’s essays will be submitted to the panel of judges and the winners will be chosen. The stories will also be posted on-line and will offer a voting option and a “Fan Favorite” will be recognized at the Festival.

Politics and Prose – Continuing to promote the Book Festival with in-store promotions.

Gazette – Watch for this week’s Gazette article on the Book Festival and it’s authors.

Washington Post – The Washington Post has said they will also promote the Book Festival.

Washingtonian Magazine- The April cover story, “61 Hidden Gems”, included the Gaithersburg Book Festival in their list of recommended off-the-beaten path highlights and activities in the Washington area.

Fox 5 - Fox 5 will do a morning spotlight on the Festival on Friday, May 18<sup>th</sup>.

Applause Advertisement at Strathmore – Carolyn showed the ad in Applause to the Committee, everyone was happy with the ad and the placement in the magazine.

Calendar Postings – All identified Calendar Postings have been submitted. The Blade will coordinate an interview with Henry Alford (LGBT) to promote his book and the GBF. And [www.visitmontgomery.com](http://www.visitmontgomery.com) will pass on our ad to AAA World Magazine.

The Girl Scouts are looking for an opportunity to tie their organization with the Book Festival in celebration of their 100<sup>th</sup> Year Anniversary; Garine Isassi will work with the Girl Scouts to coordinate this activity.

Indian Community – The Indian Community will advertise Sheela Chari and her visit to the GBF on April 21st at the “Glimpse of India Celebration” at Quince Orchard Library.

General- The March GBF Newsletter is out. Robin Ferrier and Gail Norris will work on vertical marketing and will submit 2 press releases to promote the Short Story Winners, Children’s Village, Panel Discussions, and Workshops.

World Book Day – Gene Taft is working with Stephanie Brant to coordinate our participation in World Book Day, Monday, April 23<sup>rd</sup>. World Book Day is a day when hundreds of donated books are distributed to people at random.

**Author Reception** – Fern Wolt and Laura Rowles are working with Whole Foods to finalize a menu and to identify additional food that needs to be bought (beyond Whole Foods donation) for the reception. Invitations to the Reception are for all featured authors, partners, and sponsors at the pavilion level and higher. Jud will work with Fern and Laura to determine a budget and to secure some music. Hope to get the Young Artist Award winners and others who play the violin, guitar or other light music.

**Workshops** – Heidi Bishop has identified 8 adult workshops. The workshops are: Writing Short-Short Fiction, More Than Words: Making Dialogue Work, What Machine’s Behind the Wheel: A Poetry Workshop, Getting Your Work Out There, Perfecting The Pitch, Writing Your College Essay, Scholastic Writing Awards: Mock Judging, and Writing the Next *Hunger Games*... All Adult Workshops will be available for on-line registration through Rec Express, and also at the festival, space permitting. There will be several free children’s workshops available in the Children’s Village, including: Accordion Book Making for ages 5-12; Kids Writing Collaboratively for ages 8+, and Scholastic Read and Rise Program to promote literacy among children with parent involvement.

**Volunteers** - Volunteers are starting to sign up and Stephanie Brant is happy with the mix between teenagers and adults. She has advertised the need for volunteers through the MC Schools and even through the MC School administration. Gail and Robin will send out FB posts and Tweets, reminding people to check out the website and sign up to volunteer.

**Children’s Village** – The activities being offered in the Children’s Village are almost finalized. We will add a children’s performance stage called “Imagination Station” and will offer performances by Arianna Ross and Yvette Lewis as well as productions by Lenore Blank Kelner’s Creative Kids artistic drama class and Adventure Theatre’s “No Strings! A Pinocchio Adaptation!”. We will also have all day activity booths including Japanese origami lessons (to compliment featured author Tom Angleberger’s Origami Yoda presentation), Family Services Tucker the Turtle reading buddy crafts, and Puppet Stories and crafts with Montgomery College Early Childhood Club. The American Girl Store will be back with a fun activity relating to their books and Reading Tree will have a tent to collect gently used children’s books for Montgomery County Title 1 schools.

**Fundraiser** – Jo Ellen Kuney is working on the Fundraiser at Dogfish-Head on Sunday, April 22<sup>nd</sup> from 5-10pm. Dogfish-Head will donate 10% of the proceeds to the Book Festival.

#### Reminders

Next meeting will be **Thursday, April 26<sup>th</sup>, 2012** at City Hall Gallery

#### **III. ADJOURNMENT:**

The meeting was adjourned at 9:35 p.m.

Respectfully submitted by,  
Sheila Bouley  
Gaithersburg Book Festival Program Assistant